

Section I, Goals and Objectives, Narrative Descriptions

246.4(a)(7): Provide the State agency's plans, to be conducted in cooperation with local agencies, for informing eligible persons of the availability of Program benefits...with emphasis on reaching and enrolling eligible women in the early months of pregnancy and migrants...such information shall also be distributed to offices and organizations that deal with significant numbers of potentially eligible persons, including health and medical organizations, hospitals and clinics, welfare and unemployment offices, social service agencies, farm worker organizations, Indian tribal organizations, organizations and agencies serving homeless individuals, and religious and community organizations in low-income areas.

Description:

Each local agency is required to initiate and document media outreach at least annually to notify potentially eligible persons of WIC program availability [WIC Program Manual (WPM) 700-09]. The WIC Outreach Coordinator reviews all outreach messages and advertising for messaging content, consistency and compliance with state and federal requirements.

The CA WIC Program also requires local agencies to contact and incorporate outreach and networking with other community based programs, health clinics, health care provider offices, and/or grassroots organizations serving low-income pregnant, breastfeeding and postpartum women, infants, and children, especially minorities, foster children and homeless individuals living within their service area. WPM 700-08 includes a list of organizations that local agencies may consider contacting as part of their outreach efforts.

Local agencies provide participants written information on Temporary Aid to Needy Families (TANF); CalFresh and other assistance programs such as the Child Support Enforcement Programs; Medi-Cal, Healthy Families (CHIP) and substance abuse programs, such as Smoking Cessation programs (refer to WPM 700-02).

CA WIC's focus for the coming year is to strengthen partnerships with health care providers, community health clinics, health plans and hospitals to better serve California's diverse population. To support this effort, the CA WIC plans to continue two newly implemented projects – 1) The Healthcare Community Partnership (HCP) and 2) The WIC Regional Breastfeeding Liaison Pilot Project.

The HCP is a partnership with local WIC agencies for the purpose of improving communication with the healthcare community. The goal for this year is to support local agencies efforts to increase medical provider's understanding of WIC services, including referrals, nutrition education and breastfeeding promotion and support. Planned activities include developing a marketing toolkit and training packet to prepare local agency staff for medical provider visits, joint

WIC/medical provider meetings, and drafting articles for publication in newsletters and other medical literature. HCP will continue to promote the California WIC website which provides physicians 24-hour access to useful information about WIC services, breastfeeding support and healthy eating.

The Regional Breastfeeding Liaison project markets WIC as a breastfeeding promotion program and is designed to address gaps in community breastfeeding services. Upcoming plans include addressing breastfeeding accommodations for those working in agriculture, conducting community breastfeeding assessments, and evaluating local breastfeeding services.

CA WIC will continue to work collaboratively with programs who serve the potentially eligible WIC population such as: CDPH Network for a Healthy California, CA Dept of Social Services-CalFresh (SNAP), CA Dept of Education-Child and Adult Care Food Program, hunger advocates groups, Farmers' Market groups, UC Cooperative Extension, among other organizations.

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246.4(a)(5): Provide an Affirmative Action Plan which includes a list of all areas and special populations, in priority order based on relative need, within the jurisdiction of the State agency, the State agency's plans to initiate or expand operations under the Program in areas most in need...

Description:

The CA WIC will continue to work with the Maternal, Child and Adolescent Health (MCAH) Division of the California Department of Public Health (CDPH) to utilize the best evidence based methodologies for targeting and characterizing WIC eligible populations in California for the purpose of expanding WIC services to these individuals. CA WIC will also use the most recent American Communities Survey to further identify and characterize special eligible populations and locate the areas of highest need in the state. For FFY 2012, CA WIC will use these sources of evidence based information to support caseload allocation decisions.